

AQBC

MEMORANDUM FOR COMMANDERS, DEFENSE CONTRACT MANAGEMENT DISTRICTS

SUBJECT: Voluntary Nominations for 1998 President's Quality Award Program

Reference CAN memorandum dated February 27, 1997, Subject: President's Quality Award Competition for 1998. The President's Quality Award (PQA) Program continues to serve as a catalyst to change the way the Federal Government does business. It recognizes the Federal organization whose accomplishments most closely reflect the principles of quality management and, therefore, serves as a powerful incentive for Federal agencies to become more flexible, efficient, effective and customer focused.

Last year, the Defense Contract Management Command (DCMC) proudly captured four of the five slots allotted to the Defense Logistics Agency (DLA). DCMC Long Island was ultimately selected as one of three Federal agencies to receive a final site visit from the PQA selection team. PQA results for 1997 will be announced in June. I want to continue to build on DCMC's success and subsequent acknowledgement of our performance as measured against Quality criteria. The PQA program offers not only the ultimate "prize" (an award), but the process provides organizations a critical external assessment that offers a different perspective on the organization's performance relative to its potential.

This letter is an invitation for voluntary nominations for the 1998 President's Quality Award Program. Intentions to apply must be provided to Ms. Julie Lynch, AQBC, by COB Friday, April 18, 1997. Districts may submit nominations to AQBC by COB Friday, May 16, 1997. DLA has planned a very rigorous downselect process which will ensure that only organizations able to demonstrate strong performance against the President's Quality Award criteria are forwarded for consideration.

The attachment provides guidelines for preparation of PQA nominations. Please do not hesitate to contact Ms. Julie Lynch should you have questions or require additional information. Ms. Lynch can be contacted at commercial (703) 767-2418, DSN 427-2418, or Internet address: julie_lynch@hq.dla.mil.

ROBERT W. DREWES
Major General, USAF
Commander

Attachment

GUIDELINES FOR PREPARATION OF PRESIDENT'S QUALITY AWARD NOMINATIONS

The President's Quality Award Criteria will not be available until mid-May; however, since the PQA criteria closely mirrors the DLA Performance Improvement Criteria (PIC), nominations should be prepared using the PIC. To support preparation of nominations, the DLA PIC is now on the DLA Home Page at <http://www.dla.mil> under "Performance Improvement Criteria." A section under the "Performance Improvement Criteria," "Index," titled "Criteria Response Guidelines" provides additional guidance for preparing the nomination.

Please provide an organizational overview as a preamble to your nomination. This will set the stage for evaluation and help examiners understand the organization's key business factors. The organizational overview may be no more than five pages and the nominations may be no more than 60 pages, including all illustrative attachments (e.g., charts, graphs).

Be selective when using adjectives to describe your implementation efforts. Applicants often describe their Commander or organization's leader as a "strong" supporter of Quality Management implementation, without offering any evidence to support this statement. Examiners will disregard this comment if it is not supported by specific actions the Commander took which would lead the **examiners** to conclude that the Commander is a "strong" supporter. Don't waste paper telling the examiners how good **you** think you are -- use the space to show them the facts which will help **them** realize that there is a reason for your organization's nomination to be submitted to the Office of the Secretary of Defense for further consideration.

Each section of the award's criteria has a certain number of points associated with it. Use this as a guide to determine the number of pages to utilize to support the description of activities in this area. For example, the total points for each of the seven criteria elements are as follows:

<u>Criteria Element</u>	<u>Points</u>	<u>% of Points</u>
1. Leadership	110	11%
2. Strategic Planning	80	8%
3. Customer & Market Focus	80	8%
4. Information & Analysis	80	8%
5. Human Resources Development & Management	100	10%
6. Process Management	100	10%
7. Business Results	<u>450</u>	<u>45%</u>
TOTALS	1,000	100%

Based on the point assignments, it is not a good idea to devote 20% of your allowed pages to Category #2, Strategic Planning, which is only worth 8% of the total points. Regardless of the strength of the Strategic Planning effort, examiners cannot award more than 80 points. Likewise, it is critical to devote many pages to discussing Business Results.

Attachment